

MIT Job Description

Job Title: Comms& Mktg Assistant 1	Position Title: Marketing Assistant, Exec Degree Program
Reports to: Associate Director, Marketing, Executive Degree Programs	% Effort or Wkly Hrs: 100%
Department: MIT Sloan School of Management, Executive Degree Programs	

Position Overview:

MARKETING ASSISTANT, EXECUTIVE MBA and MIT SLOAN FELLOWS MBA PROGRAMS, will help coordinate and implement projects supporting an integrated marketing strategy and comprehensive plan for program communications, including, but not limited to website, social media content, recruitment collateral, and messaging. Collaborate across Executive Degree Programs and MBA programs to execute marketing best practices and efficiencies. Manage and meet deadlines for all marketing projects. Assist with outbound email campaigns (EMBA), blogs, and social posts and develop best practices guide. Manage video content of EMBA & SFMBA websites, specifically student and alumni testimonials. The Marketing Assistant will collaborate with program staff, faculty, students and vendors in the delivery of MIT Sloan's world-class Executive MBA and Sloan Fellows MBA degree programs.

On selected program delivery days/evenings (including up to 20 evenings, 20 Saturdays and 4 Sundays/year), provides customer service and logistical support to students and visitors, including acting as a point of contact. Reports to MIT Executive Degree Programs Associate Director, Marketing.

Principal Duties and Responsibilities (Essential Functions):**

1. Social Media and Digital Marketing (30%)
 - Create, scope, implement and promote social media and content marketing plans.
 - Post regular content on social, combining a carefully curated list of stories, imagery, and outbound links.
 - Gather data and assess regularly from in-platform social media analytics, social media management tool (i.e. Sprout Social) and Google Analytics.
 - Establish a real-time news feed on our student and alumni achievements.
 - Assist with outbound emails and drip campaigns (EMBA), blog posts, and social media content.
2. Content Creation and Curation (20%)
 - Provide insight into the Associate Director of Marketing's long-term content development and marketing strategy that integrates positioning, messaging and digital best practices.
 - Help to launch content initiatives.
 - Works with Associate Director to refine content strategy with data-driven approach, and pivot accordingly based on market trends and lessons learned.
 - Assess competitors' programs and our positing in the executive degree market as well as examine candidate lifestyle.
 - Acts as a liaison for the Executive Degree Programs Team when it comes to creating marketing collateral for the EMBA and SFMBA programs.
3. Recruitment Activities (20%)
 - Actively involved in the recruiting stage of the admissions process, including admissions events, both virtual and in person.
 - Assist with the creation and review of recruiting content, including but not limited to brochures, slide decks, videos, and emails.
 - Assist in all aspects of setting up for events on a virtual platform and when in-person.
 - Greet applicants invited to interview as needed.
 - Participate, when able, in EMBA Admission Committee meetings.
4. Student and Alumni Engagement (10%)

- Assist in designing a plan to tell the story of the programs and their impact through our students' and alumni's experiences.
 - Assist with editing student and alumni blog posts
 - Help manage photo/video shoots of students and alumni to be used in future marketing material.
5. Website Maintenance (10%)
- Ensure all information on the program website remains accurate and up to date.
 - Post any new content to the correct webpage.
6. Program Delivery and Representation (10%)
- On program delivery days (including approximately 20 evenings, 20 Saturdays and 4 Sundays/year), delivers high quality general and logistical support, and acts as a point of contact for EMBA related inquiries. Delivers presentation to students and visitors, including but not limited to announcements, forums, information sessions and webinars.
 - Assist with reception when applicable in office.

Other duties as assigned or required

Supervision Received:

Supervision is provided by MIT Executive Degree Programs Associate Director, Marketing.

Supervision Exercised: NA

Qualifications & Skills:

Required:

- High school diploma or equivalent
- Minimum 3 years of administrative experience
- Knowledge of Sprout Social or similar, Google Analytics, Drupal, and Salesforce a plus.
- Must have demonstrated prior experience to provide excellent customer service, build relationships, multitask, and work effectively in a pressured work environment.
- Must be a creative self-starter who is able to work effectively both individually and as part of cross-disciplinary teams that include staff from within the Executive Degree Programs as well as other departments, faculty, and students.
- Strong organizational skills and excellent communication skills (interpersonal, oral, written, and presentation) vital.
- Attention to detail critical; proofreading skills vital.
- Experience in program, event or project management.
- Must have flexibility to work on evenings and weekends (approximately 20/year) when students are on campus.
- Experience with executive education or mid-career students required.

Preferred:

- Education: Bachelor's degree and a minimum of one-year related work experience.
- Experience with blogging, social media and content marketing campaigns preferred.

Competencies Contribute; Collaborate; Engage

*** To comply with regulations by the American with Disabilities Act (ADA), the principal duties in job descriptions must be essential to the job. To identify essential functions, focus on the purpose and the result of the duties rather than the manner in which they are performed. The following definition applies: a job function is essential if removal of that function would fundamentally change the job.*